



October Newsletter!

Hello fall.....? Fall? WHERE ARE YOU?!

I don't know about you guys but it does NOT feel like fall to me.

Starbucks has rolled out the Pumpkin Spice and stores are full of Halloween and Thanksgiving decor so I suppose "Fall" - if we even have a "fall" in SWFL- is here!

This month, I'd like to share with you some tips on transitioning your wardrobe/outfits to a more "fall" look, even here in "furnace Florida".

HOW TO:
"Fall-ify"
YOUR WARDROBE

#1 - COLOR

Now, if you're an "Autumn", congratulations! It's your season to shine baby! But for the other seasons, colors for this time of year might feel a bit "tricky" - pun intended ;)

I get asked all the time after telling someone they are a "summer", "so I'm supposed to wear pastels to thanksgiving dinner?"

I get it, it feels strange to wear Lavender at a Halloween party....

While the Summer & Spring Pallets are predominately LIGHT colors, they do contain some deeper colors as well. For example, a spring could transition to salmon instead of coral and a summer could utilize plum instead of lavender.

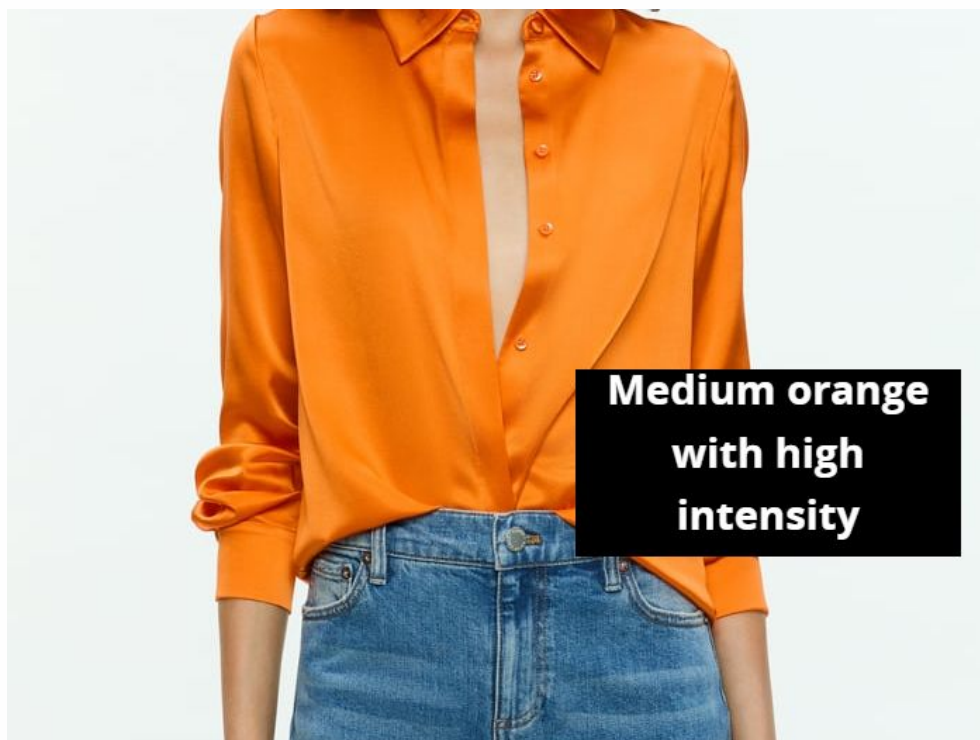
Navy is a deep, rich color that works for EVERYONE - especially this time of year.

Another thing to consider is the *intensity* level of your color pallette.

For example, if you are a summer, keeping your colors soft/muted will help even when choosing to wear a deeper shade.

If you are a spring, wearing a dark orange could work if it's very vibrant/intense.

If you are going to compromise on *one* characteristic of your color palette, make sure you aren't compromising on the *other* characteristics as well.





**Soft/muted
Plum**

#2 - Textures & Prints

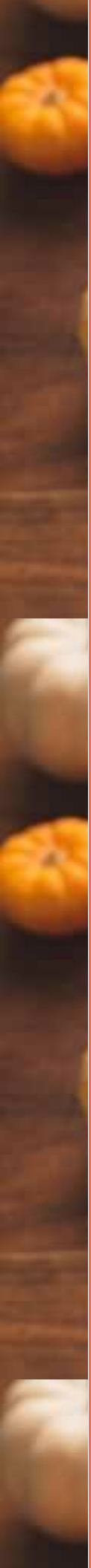
I totally understand not wanting to wear heavy textures quite yet due to the heat but you definitely want to avoid fabrics that give off a "summertime" vibe - those white linen pants... time to put those away. Opt for things that have a thicker/heavier look or feel.

When it comes to prints, avoid "tropical" and "beachy" styles and bright labels/brands such as "Lily Pulitzer", until after the holidays. Nothing screams "tourist" or "snowbird" more than this!

Plaids, stripes, argyle or check patterns are more fitting for fall than florals, paisleys and tropical patterns.



**Not the best
print for fall**





**Similar outfit -
more suitable
for fall**

#3 - Layer/Cover up

I know what you're thinking... "It's too hot for layers!". I'm not talking about sweaters and trench coats - I'm talking about showing less skin and even adding sheer layers.



This outfit is a great example of adding layers in a breathable way.

During the summer, this dress by itself with some sandals and a straw bag would be adorable.

For fall, she's put a collared T-shirt, sneakers and a leather bag with it.



Covering the shoulders and the feet is the easiest way to look more fall/winter appropriate.



A big trend this fall: Sheer or mesh layering pieces - they are EVERYWHERE right now and really help to add a layered look without the extra bulk or heat.





Special Announcement!

Image Matters is now offering a ***BRAND NEW*** consultation!

1. Have you already had a color analysis session but looking for a "re-fresher" on your best makeup and colors?
2. Have you forgotten or feel unsure about the specific characteristics of your seasonal color palette?
3. Have you worked with Christine in the past but would like to have a fresh set of eyes/expertise with a new consultant?
4. Are you stuck in a rut with your makeup application?

If you answered *YES* to any of those, you are a perfect candidate for our **"Color Re-fresh" Consultation!** This is a 90 min session where you will enjoy a FULL makeup application and lesson on your best colors as well as some tips for a flawless application! Then I will drape you in all of the colors in your palette!

This is a wonderful opportunity to treat yourself to a little pampering

and refresh your memory on all of your best colors - for only \$99, its a win-win!



I M A G E
Matters

COLOR RE-FRESH

Enjoy a makeup application/
lesson and a re-draping of your
seasonal color palette!

\$99

The advertisement features a central graphic with a pink and white watercolor background. On the right side, several black makeup brushes with white bristles are arranged diagonally. The text 'I M A G E Matters' is positioned in the upper left, with 'I M A G E' in a bold, spaced-out font and 'Matters' in a cursive script. The main title 'COLOR RE-FRESH' is prominently displayed in a large, bold, black font. Below the title, a paragraph of text describes the offer. The price '\$99' is shown in a large, bold font with a double underline. The entire graphic is set against a background of autumn-themed items like pumpkins and gourds, visible on the left and right sides of the page.

EXCLUSIVE
Botox & Filler
event at the
Image Matters
Studio!

**OCTOBER
28TH**

Details
coming in a
future email

**SAVE
THE
DATE**

If you haven't already, please take a moment to follow us on Social Media and "share" our content with your friends, this helps expand our reach so that others can find our services.

If you are out of your whitening toothpaste, or any other makeup products, click the link below that says "shop our online store" to purchase all of your favorites!

As always, I appreciate your support and sincerely thank you for trusting me with your Image needs!

-Debie

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